



News From

JACK DOYLE

MONROE COUNTY EXECUTIVE

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DOYLE RELEASES INCENTIVE PACKAGE THAT LANDED JETBLUE

Monroe County Executive Jack Doyle today released the incentive package offered to bring JetBlue to the county's Greater Rochester International Airport (GRIA). It is expected that JetBlue will begin service to GRIA this summer.

"Monroe County has left no stone unturned in recruiting JetBlue to our airport," said County Executive Jack Doyle. "The fight to bring this competitive fare carrier to Monroe County has indeed been long and hard and I am very pleased that our efforts have finally born fruit. Many have talked about recruiting a competitive fare carrier, ultimately our residents can be proud that Monroe County delivered."

Throughout extensive negotiations, Doyle Administration officials have worked with JetBlue on a package that would bring the airline into GRIA. The County and the Airport Authority have offered the following incentives:

- Airport Rates & Charges will be reduced by 50% during the first year of service.
- Fuel flowage fees will be waived for first year.
- Two curbside signs and skycap ticket/check-in station will be provided.
- Gate A-2 and the loading bridge will be made available on a preferential basis. Ticket podium at gate will be fully built out and surrounding holdroom areas will be finished
- Four ticket counter locations and two finished back office locations will be provided.
- County ground service equipment will be made available on an exclusive basis while JetBlue is on the ground (PushBack, baggage tugs, baggage carts, ground power unit, air start unit, and baggage loading equipment).

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- Gate A-2 ramp will be prepared for passenger loading from rear of aircraft.
- JetBlue will be included in a collaborative advertising campaign by the county and airport authority.
- County and Authority will work with on-airport parking operator to develop a JetBlue shuttle lot and provide bus service to the terminal at a reduced rate for a minimum of six months, but no longer than one year.
- A double loading jetbridge will be installed for JetBlue's preferential use.

Monroe County offered this incentive package based on meetings held with JetBlue officials. The package was crafted to meet the airline's concerns and service requirements relative to the start of service at GRIA.

JetBlue is the second new carrier that Monroe County has recruited this year. Midway Airlines began service to GRIA in February 2000.

"I have been working with airlines, local business and other community leaders to bring more competitive fare air carriers to the airport for several years," said County Executive Jack Doyle. "Reasonable airfares will ensure that our local employers can remain competitive within the global marketplace and that residents can afford air travel from this community. JetBlue will bring our area one step closer to a truly competitive air fare market."

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